

## UNITED ARTISTS SEES RECORD YEAR

### Expect Cut In BC Amusement Tax

The efforts of the British Columbia Motion Picture Exhibitors Association to have the amusement tax on theatre tickets reduced will have a measure of success during the current session of the Legislative Assembly. Premier Bennett has indicated.

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### Buff Honor Guard At Cooper Rites

The Canadian Buffs Association formed a Guard of Honor following the service for Lt.-Col. John Alexander Cooper in St. Simon's Church, Toronto. The eortge then left for Mount Pleasant Cemetery, where interment took place. Lt.-Col. Cooper, who

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### Big Turnout At Pioneers' Annual Gathering

Unflagging interest in the aims and objects of the Canadian Picture Pioneers was obvious at the 15th annual meeting, held last week in the King Edward Hotel, Toronto, where 120 members, among them 18 new ones, participated

in a business session and remained to enjoy an evening of fun and fraternity. Old-timers from all parts of Ontario heard Nat Taylor, president, report on a successful year; Tom Daley, secretary-treasurer, reveal that the national membership total was now 648; and O. R. Hanson, Trust Fund chairman, tell of help to those in need. R. W. Bolstad, Frank H. Fish-

(Continued on Page 3)

### Calgary Stores Open Nights

Following two surveys, Calgary City Council has repealed the early closing bylaw for stores in effect since 1917.

### CANADA MADE CONTRIBUTION TO COMPANY'S SUCCESS

The fifth anniversary of the new United Artists management, at which time the company's gross earnings rose to \$55,000,000 from \$18,000,000 in 1951, marks its entrance into the greatest 12-month period in the 37-year history of

#### IMPORTANT!!

All managers of theatres are urged to make preparations for the use of the Academy Awards Contest, sponsored in every community by the Public Relations Committee of the Motion Picture Industry Council of Canada.

Instructions and information related to it is carried in this edition, beginning in the lower right corner of this page. Please read them carefully.

### Paramount Signs Dmytryk

Paramount has signed Edward Dmytryk to a long-term contract as a producer and director.

### Toronto IPS Returns All Former Officers

H. N. (Doc) Elliot and his complete 1955 executive were returned in the recent election of the Toronto Chapter of the International Projection Society, at a meeting in the Labor Temple.

Other officers voted in again were Bill Hills, vice-president; John Jeffrey, secretary; Bob Milligan, treasurer; Lou Lodge and Arthur Milligan, technical advisers; Percy Cox and Fred Cross, Jr., film; G. Hulse and G. Rands, mechanism; and H. Brooks and M. Killem, sound.

the organization. The between 35-and-40 features due in 1956 have among them such vast projects as Alexander the Great, made in Spain for \$5,000,000, and Stanley Kramer's The Pride and the Passion, being shot in VistaVision in Spain at an even higher budget than the first-named film.

UA's Canadian section, under C. S. Chaplin, has kept pace with the progress of the company's top territories and exceeded that of most. In 1955 its revenue was somewhere around 20 per cent higher than that of 1954 — and

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### Losing Ground In Juve Argument

Newest Gallup Poll in Canada, made by the Canadian Institute of Public Opinion, shows that "As of today, more Canadians feel movies are a bad influence on young people than think they are a good influence. Ten years ago, the position was reversed."

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### PQ Pulls 'Wild One'

Recent ban on Columbia's The Wild One by the Quebec Censor Board was given a great deal of space in Montreal newspapers since police connected it with the formation of juvenile gangs similar to the one in the film. Marlon Brando stars in the picture.

## TO ALL CANADIAN EXHIBITORS!

### A Plan to Stimulate Public Interest in Motion Pictures

As developed and approved by the Public Relations Committee of the Motion Picture Industry Council

THE following ideas are suggested for stimulating public interest in motion pictures throughout Canada. It is hoped that exhibitors everywhere will take part in the plan. The degree of its success hinges entirely on the showmanship and enthusiasm of the managers. Theatres of every size and in every locality can participate—for it demands only a small cash outlay for ballots and trailer.

The plan, briefly, is to invite the public to match their knowledge of motion pictures and film stars against the final vote that will determine the winners of Academy Awards to be announced on March 21st.

An incomplete ballot is printed here. The nominations, as announced by the Academy on February 18th, must be added in the

proper spaces assigned to each category. Arrangements should be made to have a printer set up the form as shown here so that the ballot can be delivered without delay after the nominations are known. Nominations will be announced via TV over CBC in Canada at 9 p.m. EST on the above date. Also radio coverage.

In towns where there are a number of theatres all should join together so that printing costs of the ballots can be reduced. Each theatre should pledge to take whatever it needs. Small town theatres could place their orders through managers in larger towns or through exhibitor associations. Instructions should be given the printer to keep the form standing in case re-runs of the ballot are required.

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**EIDOPHOR THEATRE  
TV READY FOR '56,  
SAYS FOX' SKOURAS**

In New York for the CinemaScope 55 demonstration at the Roxy, Spyros Skouras, president of 20th-Fox, said that the company's engineers had been working steadily on Eidophor, the Swiss theatre TV system acquired several years ago, and it would

be ready for the end of this year. It will enable live TV shows to be projected in full color on CinemaScope screens. After publicizing it greatly and holding several demonstrations, 20th Century-Fox shelved Eidophor in favor of developing CinemaScope.



# THE NEW **RKO** IS MAKING NEWS!

RKO is out in the field pre-selling its fine pictures with an *advanced-type* of advertising...campaigns that use network and independent TV and radio in the modern way...campaigns that make better use of magazines, newspapers and exploitation.

More than 150 theatres in the Cincinnati, Indianapolis and Cleveland areas are feeling the impact of this new pre-selling format during our Bluegrass Premiere of **GLORY** ...and boxoffice reports from these dates are truly gratifying.

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with

JOHN LUPTON • BYRON PALMER • LISA DAVIS

Produced and Directed by DAVID BUTLER • Screenplay by PETER MILNE

From a story by GENE MARKEY

**SUPERSCOPE**

Print by  
**TECHNICOLOR**





# Film Weekly

Vol. 21, No. 5

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HYE BOSSIN, Editor

Assistant Editor - - - Ben Halter  
Office Manager - - - Esther Silver

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## CPP GATHERING

(Continued from Page 1)

er, Archie J. Laurie and Frank L. Vaughan are the four new directors elected, as required annually by the constitution, and the seven members of last year's board returned were Clare Appel, Tom Daley, C. H. Dentelbeck, Dan Krendel, George Oullahan, Harold Pfaff and Morris Stein. The new board will meet shortly and elect the officers.

A humorous initiation ceremony was conducted by Dave Ongley, Len Bishop and Oullahan. Those who were part of this and were sworn in by Taylor were Bill Collins, J. Kent Craig, George Cuthbert, Bill Devitt, Vern Hudson, Ted Hayes, Wilf LaRose, W. Lindow, Hy Montagnes, Guy Mascioli, J. F. Majkot, J. P. Owens, John Poole, Larry Stephens, Lloyd Taylor, Ted Wilson, W. L. Walterhouse and Charlie McGregor.

During the business meeting Taylor praised Dan Krendel for the great success of the golf tournament, Dave Ongley for his continued devotion to the organization as its solicitor, Oscar Hanson for his great accomplishments in connection with the Trust Fund and Hye Bossin for helping the Pioneers in many ways, including the creation of the lifetime souvenir volume.

### Sabre's 'Flight To Hong Kong'

Rory Calhoun and Dolores Donlon will star in Sabre Productions' UA release, *Flight to Hong Kong*.

### Sir Alexander Korda Passes In London

Sir Alexander Korda, producer of British films for over 40 years, died last week in London, England at the age of 62.

Since the early 1930's he had been a leader in British film production and had many notable successes to his credit. He was knighted by King George VI in 1942.

He had been married three times. His widow is Alexandra Irene Boycun of Fort William, Ontario, whom he married in 1953. His second wife was Merle Oberon and his first a Hungarian girl.

## Record UA Year

(Continued from Page 1)

Canada is charged with reaching seven per cent of the domestic gross represented by totalling American and Canadian business together.

The company's Canadian branch managers are George Heiber, Toronto; Sam Kunitzky, Montreal; I. J. Davis, Saint John; Abe Feinstein, Winnipeg; Robert Radis, Calgary; and Harry Woolfe, Vancouver.

February, 1956, will mark the fifth anniversary of UA management by a partnership consisting of Arthur B. Krim, president; Robert S. Benjamin, chairman of the board; William J. Heineman, vice-president in charge of distribution; Max E. Youngstein, vice-president; and Arnold M. Picker, vice-president in charge of foreign distribution.

In the five years of increasing grosses, the partners have not taken a penny out of the company in dividends or other emoluments. All earnings have been re-invested in production, the fostering of new independent units and expansion of the UA organization around the world. The partner's salaries, the lowest in the industry, are the same as they were in 1951.

With the assumption of control in 1951 of United Artists by the group headed by Krim, Benjamin, Heineman, Youngstein and Picker, the complexion of United Artists operation changed sharply from the pattern established by its famous founders — Mary Pickford, Charles Chaplin, Douglas Fairbanks, Sr. and D. W. Griffith — in 1919.

Organized solely as a distribution company, United Artists today has become one of the most important financial backers of independent production as well as the leading distribution agency for films made by independent producers.

Forty-million dollars is being invested in production for the next 10 months alone and, as profits continue to increase, United Artists will allocate even larger sums for the new product.

The UA partners predict that 1956 will be an even better year than 1955 and anticipate

a world-wide gross of \$65,000,000 for the next 12 months.

Their prediction is based on the company's release roster for 1956, which represents an outstanding array of top quality motion pictures presenting 35 of Hollywood's most famous stars.

This program will be backed by a record United Artists promotional budget of \$7,500,000.

Following is a listing of stars and their pictures announced to date by United Artists:

Bud Abbott, *Dance With Me, Henry*; Dana Andrews, *Comanche*; Claire Bloom, *Alexander the Great*; Richard Burton, *Alexander the Great*; Rory Calhoun, *Flight From Hong Kong*; Lou Costello, *Dance With Me, Henry*; Joseph Cotten, *The Killer Is Loose*; Tony Curtis, *Trapeze*; Danielle Darrieux, *Alexander the Great*; Olivia de Havilland, *The Ambassador's Daughter*; Kirk Douglas, *The Indian Fighter*; Rhonda Fleming, *The Killer Is Loose*; Errol Flynn, *King's Rhapsody and Let's Make Up*; Henry Fonda, *Twelve Angry Men*; Clark Gable, *The Last Man in Wagon Mound*; Cary Grant, *The Pride and the Passion*; Sterling Hayden, *Bed of Fear*; Van Heflin, *Patterns*.

Also Burt Lancaster, *Trapeze*; Gina Lollobrigida, *Trapeze*; Fredric March, *Alexander the Great*; Tony Martin, *Quincannon, Frontier Scout*; Victor Mature, *The Sharkfighters*; Robert Mitchum, *Foreign Intrigue and Bandido*; George Montgomery, *Huk*; Kim Novak, *The Man With the Golden Arm*; Jack Palance, *Fragile Fox*; Eleanor Parker, *The Man With the Golden Arm*; Erward G. Robinson, *Nightmare*; Jane Russell, *The Big Play*; Frank Sinatra, *The Man With the Golden Arm*; Johnny Concho, and *The Pride and the Passion*; Mark Stevens, *The Timetable*; Robert Wagner, *A Kiss Before Dying*; Richard Widmark, *Run for the Sun*; and Cornel Wilde, *Storm Fear*.

### Copa's 'Seven Waves Away'

Tyrone Power will star in *Seven Waves Away*, which Copa Productions will make for Columbia release. Richard Sale will direct the film, which is scheduled to get under way shortly.

## OUR BUSINESS

by N.A. Taylor

THE intense competition presently being experienced by the average theatre owner from both within and outside our business demands a sharp appraisal of his current position. Having decided, by virtue of location, run and other factors, that his theatre has an assured future, such owner should take one further step.

He should take a good hard look at the appearance and physical appointments of his place of amusement.

Anything less than neat, clean and attractive is a strong minus factor today in the operation of a motion picture theatre. If people are to be lured away from their TV sets they can scarcely be expected to patronize run-down or dirty-looking places. Actually, they may very well be expected to demand something bordering on the luxurious and will certainly settle for nothing less than what is attractive.

There is a great deal more to it than that. Dirty or worn-out seats can no longer be tolerated. We must assume that people view TV from soft and comfortable chairs at home and expect the same thing when paying to see a movie.

Air conditioning is more important than ever, particularly cooling. There are some in our business who feel that summer is now the best time for high grosses, firstly because air-conditioned theatres can offer relief from heat waves and because at that time there is a low ebb of TV competition. Some distributors are planning their biggest potential grosses for summer release. This type of thing may be subject to question but it is a fact that people expect relief from the heat when they visit a motion picture theatre in the summer if the weather is hot and sultry and failure to find it may cause them to bypass a theatre lacking such comfort until noticeably cooler weather arrives.

The installation of air conditioning and cooling or refrigeration is an expensive project and not to be entered into lightly. A theatre owner must determine his potential and his future. Having satisfied himself that the move is correct, he should examine other physical appointments of his theatre to be sure that they are also topnotch. Only on this basis can he insure his future business. The

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## THEATRE CONSTRUCTION NEWS

Windsor Theatres Limited has opened its 800-seat, \$250,000 Sahara Theatre and restaurant in Edmonton, Alberta. Also in operation is the Centre des Loisirs' 300-seat Salle Paroissial, the first in St. Jean d'Evangelist, Quebec, which will be booked by Rex Films and will be open four-to-six days a week. It will show one English-language film a month and the rest will be French.

Due to open soon is Albert Drapeau's 365-seat Crystal, the first in Forestville, Quebec. It will be closed Mondays and will use both English and French pictures.

Principal Investments Limited will build a deluxe theatre in its new \$10,000,000 shopping centre, now under construction on the outskirts of Oshawa, Ontario.



SOON THE WHOLE WIDE WORL

THE FABULOUS FILMING  
OF THE AGE OF TITANS,  
FROM THE 'ILIAD' OF HOMER

# Helen of

THREE YEARS AND  
SIX MILLION DOLLARS  
TO PRODUCE!  
ALL THE TUMULTUOUS  
WONDERS AND  
TREMENDOUS DRAMA  
IN THE STORY  
OF HISTORY'S  
MOST FAMOUS  
RUNAWAY LOVERS!

*The  
Face  
that  
Launched  
a  
Thousand  
Ships!*



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STARRING

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D WILL KNOW ITS GREATNESS!

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JANUARY

26

IN OVER 50  
COUNTRIES!

Never before in motion  
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wide recognition!

STARRING

CEDRIC HARDWICKE • STANLEY BAKER • NIALl MacGINNIS • ROBERT DOUGLAS • NORA SWINBURNE • TORIN THATCHER • JOHN TWIST AND HUGH GRAY • ROBERT WISE

SCREEN PLAY BY

DIRECTED BY



MUSIC BY  
MAX STEINER



## JUVE ARGUMENT

(Continued from Page 1)

The present poll showed that 29 per cent feel movies to be favorable in their effect and 32 per cent don't. The summary, for which the world copyright is reserved, goes on to say:

This public relations problem facing the movie industry highlights the results of a national opinion study, carried out by the institute, in which a scientific cross-section of Canadians were asked:

"On the whole, do you think the movies are a good influence or a bad influence on young people?"

The identical question was put to a proper sample of Canadians in 1945 by the institute. A comparison of the trend of thinking in the 10-year interval shows that today a much higher proportion of the general public is undecided on the issue, and that those who do have an opinion, reverse the position of the two alternatives:

| Movies are       | 1945 | Today |
|------------------|------|-------|
| A good influence | 40%  | 29%   |
| A bad influence  | 38   | 32    |
| Undecided        | 22   | 39    |

Reason for the fact that almost one in three Canadians today feel that movies are a bad influence on young people shows up in the answers to the question:

"Why do you feel this way?"

Taking those who feel movies a bad influence as 100%, answers fell into these categories:

|   |     |
|---|-----|
| Young people tend to imitate the behavior they see on the screen            | 29% |
| There are too many crime, or violent, pictures                              | 27  |
| Some are good, but too many of them are bad; young people don't select them | 15  |
| There are too many sexy pictures  | 8   |
| Censorship should be strengthened   | 5   |
| They keep youngsters from studying  | 4   |
| Miscellaneous reasons   | 10  |
| Can't say why   | 2   |

Those thinking movies bad 100%

Main argument advanced by those who claim movies are a good influence is that they stimulate thought and imagination in young people.

As in the 1945 study, the strongest feeling against movies is found in the province of Quebec. A comparison between Quebec and Ontario attitudes shows this:

| Movies are:    | Ontario | Quebec |
|----------------|---------|--------|
| Good influence | 31%     | 21%    |
| Bad influence  | 29      | 41     |
| Undecided      | 40      | 38     |

100% 100%  
The study shows that older

## NY C'S 55 DEMONSTRATION TRIUMPH

The first demonstration of Twentieth Century-Fox' CinemaScope 55 was hailed by New York observers last week as living up to every claim made for it. At the Roxy, New York 3,000 viewers from the industry and other fields saw excerpts from films photographed in the new 55 mm. process. Paul V. Beckley of the NY Herald-Tribune, whose report was placed on the front page, quoted Darryl Zanuck, speaking from the screen, as claiming a 50 per cent improvement over anything seen before in CinemaScope. "I refer to the sharpness of focus, the vast photographic area, the sense of audience participation and the enormous improvement in depth," he said.

Then followed Beckley's comment:

"There was enough vocal response in the form of gasps and frequent enough applause from the professional audience as the broad but sharply focused scenes from the musicals were shown to bear out Mr. Zanuck's remarks. Faces of actors in background as well as foreground were entirely in focus, a fact that increased the visual reality and made the three-dimensional illusion very persuasive."

The Toronto demonstration, to which Peter Myers, Canadian general manager of 20th-Fox, will welcome W. C. (Bill) Gehring, assistant general manager of the world organization, is scheduled for the Imperial, Toronto on the morning of February 1.

## COOPER RITES

(Continued from Page 1)

was born in Clinton, Ontario, passed away in his 88th year after a distinguished life, during which he participated in the business, charitable and social life of his country. He was chairman of the board of the Canadian Motion Picture Distributors Association for 23 years prior to his retirement from that organization in 1949.

The service was simple and there was no eulogy.

Among those present from the motion picture industry were N. A. Taylor, Hye Bossin, David Griesdorf, R. W. Bolstad, Ben Gelsaler, Edwin Wells, Clare Appel, Wm. Redpath, Norman Jackson, Al Troyer, Charles Doerr, Harold Pfaff, Wm. O'Neill, Angus MacCunn, James Eastwood, Claude Alexander, Jack Labow, Max Chic, C. S. Chaplin, Frank H. Fisher, L. W. Brockington, CMG, QC, and Walter Kennedy.

Lt.-Col. Cooper's special interest was the Red Cross and this was reflected by the presence of a number of ladies in the uniform of that organization. His other interests were detailed in the report of his passing carried in last week's issue of the Canadian Film Weekly.

He was married to Agnes M., daughter of the late Lt.-Col. James Massie, Royal Canadian Artillery, Kingston, and Mrs. Massie. His wife predeceased him in 1951.

He leaves a daughter, Mrs. R. W. Savage; two sons, John M. and Donald; a brother, Sir Ernest Cooper, and two sisters, Mrs. R. W. Struthers and Mrs. N. A. Gauer.

people are more inclined to brand movies a bad influence than are people in the 21-to-39 year age bracket.

## Four Contracts Let

Four theatre building and alteration contracts were let in Canada in November, 1955 and these were worth \$57,000, according to Maclean's Building Reporter. Four provinces each had one. New Brunswick's was valued at \$21,000, Quebec's at \$20,000, Ontario's at \$10,000 and Manitoba's at \$6,000.

## Fox' 'Hilda Crane'

A change in production plans for Hilda Crane, Twentieth Century-Fox CinemaScope production, puts Jean Simmons into the title role of the Samson Raphaelson story, which Philip Dunne will direct. The role was originally scheduled for Susan Hayward, who was forced to withdraw because of previous commitments.

## Talking Up Single Board For Censorship In West

The recent suggestion that a single censorship board be organized in the West to replace the several now active led to a revival of the idea of one national body—a very old one. The Canadian Motion Picture Distributors Association, said C. S. Chaplin, president, "would look with interest on such a plan." It does, however, favor one censorship board for the Western provinces as being "for the public good."

The proposal of one board for the West, which originated with M. V. B. Newton, Manitoba censor, was supported by his superior, C. L. Shuttleworth, Manitoba's Utilities Minister.

Raymond W. McDonald, BC censor chief, didn't go along with the proposals but said they merited discussion.

## OUR BUSINESS

(Continued from Page 3)

public expects a great deal to-day but will pay for it. Therefore, in determining his course the theatre owner should take a sharp look at his admission price scale. It could have a strong bearing on his thinking.

One  
of the  
great  
pictures  
of the  
past  
20  
years

## THE CONQUEROR



Coming  
in early 1956

from RKO





## Observanda



## Typographs

I HAD MANY reasons to be grateful to John Cooper before and after his retirement as head of the distributors' organization. Originally a journalist of distinction, his love for the craft led him to begin gathering the stories of our motion picture pioneers and these he lent me. He was, of course, motivated mainly by his love for Canada and things Canadian, for he was a fervent patriot. Once, when I spent several afternoon hours at his home on Binscarth Road, I commented on the souvenirs of the past that met the eye, referring to them as "Canadians." He looked at me, assumed the dignified gruffness of an officer of the old army, and reproved me with: "Young man, *everything* in this house is Canadiana!" The twinkle was there, of course. I liked sitting in the garden with "The Colonel," as we all called him, and chatting about the past as he knew it, while looking out upon Rosedale Ravine. Though in his 88th year he was keenly interested in many things and I would hear from him frequently by phone about the National Film Board, he having headed for a short time its predecessor body, and about Capac, which was also of special interest to him. The first praise of my work after entering the industry was from The Colonel and I learned from others that praise from him was to be highly esteemed. He was an officer and gentleman in the finest sense and I shall miss his mock chiding as I will his guidance on occasion. May The Colonel rest in peace. He earned that pious wish with his service to sovereign, neighbor and colleague for many years.



BEN FRANKLIN, in *The Pennsylvania Gazette*, made a case out for himself vs. those who might have been inclined toward unkindness if the paper's opinion didn't match theirs. He observed "That the opinions of men are almost as various as their faces; an observation general enough to become a common proverb, 'So many men, so many minds' ". . . *My brother Dave*, the theatrical agent, is no snob just because he is putting on the wriths. He just put one on his former Canadaires, now the Crew Cuts, for \$100,000 . . . Another movie line I can do without: "You don't really believe that!" . . . What to put on stamps must bother their makers. This year hockey, wildlife and the chemical and paper industries will provide some of the ideas. A newly-appointed pre-Confederation postmaster of Prince Edward Island, Connell by name, solved the problem simply. His first order was for \$500,000 worth of stamps—bearing his picture. They were shelved by his superiors and replaced with stamps carrying the usual picture—that of Queen Victoria . . . At first the alky operas—*Lost Weekend*, *The Country Girl*—were about girls who suffered from cirrhosis of the liver. After the success of *I'll Cry Tomorrow*, in which the distillery stiff is a dame, we'll probably have more films about wine and women without song.

HAPPY TO HEAR that *Tamburlaine*, cut and tightened after its loose and lengthy debut at the Royal Alex here, got a lucky draw from most of the Broadway critics. Praise for production values and the implication that readers who would settle for spectacle and action might consider the evening satisfactorily spent; that's how they went mainly. Would it run for, say, six months? I doubt it. In his *NY World-Telegram and Sun* Broadway column Frank Farrell quotes a first-nighter, Brig. Gen. John P. (Jock) Henebry: "I guess we're not used to this kind of fun in Chicago. It reminds me of Verdi's opera, *Aida*—without any music" . . . Jimmy Powis, 20th-Fox booker for over 30 years, gets a testimonial dinner on February 2 at Town & Country to mark his retirement. A grand lad is James . . . Tentative title for Leroy Prinz' planned film about Billy Bishop: *Ace of Aces* . . . Chief Barker Dave Griesdorf back after a holiday, during which he attended the LA inductions and visited the Las Vegas quarters in the Sahara . . . Ralph Ellis, the NFB's NY man, is quitting for a TV job in Toronto, Stan Helleur reports from NY . . . One-word review of Norman Mailer's Hollywood novel, *Deer Park*: Pooh!!! The film from it could be called *The Constant Nympho* . . . O-so-true! observation by one of the world's brightest men, Charles B. Kettering: "If you want to kill any idea in the world today, get a committee working on it."

EDISON PROJECTOR of 1907, given Tommy Hoad by Menzo Craig of Ridgetown for the Pioneers, was quite an attraction at the annual get-together. It brought memories to that great showman of early movie days, Bill Redpath of General Films, who handled the exclusive sales rights in Ontario and sold the Allens their second machine for the then price, \$185 . . . Len Chatwin, NFB distribution chief, will wing it to Asia soon for a three-month checkup of the government film agency's workings . . . Joe Tensee, my friend from *Flash* who'll visit a dozen European countries, will be Rome-bound before he's home-bound. There he'll have a look at the studios . . . *Premiere Theatre's* Avenue preem of *The Fifth Season* again proved that Toronto has something Broadway hasn't: a first-nighter in formal kilted attire. He shows up at all local first-nights kilted—without being hurtled, except maybe for chilled knees. Enough of this silly-sallying. The fuss-and-feathers preem was—as they say in the *Tamburlaine* environment—quite something. The play? No shilly-shallying about the reviews. That is, not much. It's the same loud-laugh generator, with Sammy Sales a smash, handsome Bill Walker very workmanlike and good old Stan Francis "a pure joy to watch," according to the *Globe & Mail's* E. G. Wanger . . . *Odeon's* Jim Hardiman is heading for the altar . . . *The Three Deuces*, one of whom is Paul, the pride of the Summervilles, will play the Palace, NY, in February.

AT THE PIONEER dinner Eddie Harris told me about the man who turned everything into cash and had an account worth \$326,621.45. Soon after he kept hearing rumors that his bank was in trouble. One day, after a friend repeated the rumor on the street, he rushed to the bank, wrote a cheque for the entire account and shoved it through the wicket. The teller looked at it without a flicker of surprise, then asked in the most usual tones: "How do you want it?" Answered the man: "Never mind. If you've got it I don't want it" . . . Bathurst Heights student, 17-year-old Monty Lederman, wrote one of the numbers on *The Four Aces* latest record and they'll wax a couple more of his . . . Frank Streaan's beloved Tribell Club, now quartered in the Barclay, will move into its own building at Bathurst and Lawrence in April . . . From Florida Arthur Cohen, his memories stirred by our article about the passing of the Victoria, recalls when that corner was the site of the first Holy Blossom Temple and how he attended parochial school there. He sent regards from Sam Fine . . . Frank C. Newman's story about the Bennetts, those fabulous builders and landlords, in the current *Maclean's*, says "The Bennetts also own the majority of Canadian Famous Players theatres." That statement hasn't a shred of truth in it and, since the company has many shareholders, is dangerous nonsense . . . Observation in the *NY Times* by John McNulty: "No gambling is any good at all if you can afford it."

VERY INTERESTING debate about the CBC in the current *Liberty*. CBC chief Dunton answers the questions of editor Frank Rasky, who questions the answers. However, Rasky put himself in the position of being both a player and the judge of play by writing an unflattering summary and sticking it in front of the Q's and A's. This Dunton answer is informative: "We don't see how fee-TV could apply in Canada in the foreseeable future. Altogether, we just can't see it" . . . Gordon Lightstone, Jr., who has been in Vancouver as 20th-Fox manager and helped key that branch to head office ideas growing out of changing needs, is back on the Toronto sales staff. A problem popped up and Peter Myers found that young Gordon's single status put him in the most flexible position among the sales personnel. Meanwhile Jim Patterson is temporary manager in Vancouver . . . One national censorship board for Canada? That was being argued in print 35 years ago, at which time Fred Jacob wrote in the *Toronto Sunday World* that "So far as movies go, Canadians are the most censored people in the world" . . . *Little Norway*, in Muskoka, where the Royal Norwegian Air Force was trained during the war, has been bought from the Davis Estate by Al Samuels, who had the Casino scenery contract when stock burlesque was played there some years ago. What with a pool, stables, a hangar and quite a few buildings, he may operate it as a resort. What a place for location shooting!



"Get your dates in fast  
I'm ready for your best  
playing  
time"







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presents

**YVONNE DE CARLO**

**"FLAME OF THE ISLANDS"**

**TRUCOLOR** BY CONSOLIDATED FILM INDUSTRIES

HOWARD **DUFF** ZACHARY **SCOTT**

with KURT KASZNAR • BARBARA O'NEIL • JAMES ARNESS • FRIEDA INESCORT

SCREENPLAY BY  
BRUCE MANNING

STORY BY  
ADELE COMANDINI

ASSOCIATE PRODUCER-DIRECTOR  
EDWARD LUDWIG

A REPUBLIC PRODUCTION



Hear  
**YVONNE DE CARLO**  
sing  
"Take It  
or Leave It"  
and  
"Bahama Mama"



## BC TAX CUT

(Continued from Page 1)

cated that the tax will be cut from the present 15 per cent to 12½. It was reduced from 17½ per cent to 15 about three years ago.

Although British Columbia is fifth among the provinces in the number of regular theatres, it is third in the number of seats and in the amount of amusement tax collected.

At present a two per cent commission is allowed for the tax collected and the formula is 13.04 per cent of the total aggregate gross.

In 1954 Canada's total amusement tax on movies was \$12,975,256. BC's 178 regular theatres, which include those of the Yukon and Northwest Territories in the total, was \$1,566,653. Vancouver provided \$703,421 of this total, ranking third behind Montreal and Toronto; Victoria provided \$165,754, New Westminster \$74,294, other places \$611,463 and the Yukon and Northwest Territories \$11,721. Of the 178 theatres, the 152 that used 35 mm. equipment had \$1,543,705 in taxes and the 26 in the 16 mm. category gave the government \$22,948.

BC's 37 drive-ins of 1954 collected \$154,532 and its 49 Community Enterprises, of which 41 were 35 mm. and eight 16 mm., a total of \$165,166. The 23 halls serviced by Itinerant exhibitors provided \$3,362.

Alberta has high hopes that the tax will be reduced.



This month  
**EYE WITNESS**  
reports on

**Shipbuilding in Canada**  
(Lauzon)

**Production of Caviar**  
(Temiskaming)

**Air Force's New  
Sub Hunter**  
(Greenwood)

(Ask for Eye Witness 79)

**BOOK THIS ALL-CANADIAN  
NATIONAL FILM BOARD  
SERIES**

**EVERY MONTH THROUGH  
COLUMBIA PICTURES**

## Oscar Contest

(Continued from Page 1)

ed. Merchandise prizes can be promoted by individual theatres. Public interest will be enlivened more if groups of theatres join in promoting major prizes. Certainly in cities where there are from five to 50 theatres nothing should prevent all joining together to make this the biggest stimulant to arouse public interest in movies that has ever been

the drawing then it must be held in a public place approved by local regulations.

Every effort should be made to get newspapers to sponsor the contest because of the vast public interest in the Academy Awards. If their support can be obtained the official ballot should be published in the newspaper with the names of theatres and

### Public Selections of Academy Award Winners

#### OFFICIAL BALLOT

Winners will be determined by the results of the Motion Picture Academy Awards as announced on March 21, 1956.

Select your choice by a check mark in the box opposite the name you think will win the Academy Award.

Voting closes at midnight, March 20, 1956. In case of ties—winner will be decided by public draw.

##### BEST PICTURE

|       |                          |
|-------|--------------------------|
| ..... | <input type="checkbox"/> |
| ..... | <input type="checkbox"/> |
| ..... | <input type="checkbox"/> |
| ..... | <input type="checkbox"/> |
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##### BEST ACTOR

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|-------|--------------------------|
| ..... | <input type="checkbox"/> |
| ..... | <input type="checkbox"/> |
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| ..... | <input type="checkbox"/> |
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##### BEST ACTRESS

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| ..... | <input type="checkbox"/> |
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##### BEST SUPPORTING ACTOR

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|-------|--------------------------|
| ..... | <input type="checkbox"/> |
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##### BEST SUPPORTING ACTRESS

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| ..... | <input type="checkbox"/> |
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##### BEST DIRECTOR

|       |                          |
|-------|--------------------------|
| ..... | <input type="checkbox"/> |
| ..... | <input type="checkbox"/> |
| ..... | <input type="checkbox"/> |
| ..... | <input type="checkbox"/> |
| ..... | <input type="checkbox"/> |

##### BEST BRITISH or FOREIGN PICTURE

|       |                          |
|-------|--------------------------|
| ..... | <input type="checkbox"/> |
| ..... | <input type="checkbox"/> |
| ..... | <input type="checkbox"/> |
| ..... | <input type="checkbox"/> |
| ..... | <input type="checkbox"/> |

This Ballot is made available to anyone and vote is accepted without requiring admission to any theatre.

Ballots must be deposited in Ballot Boxes located in lobbies of participating theatres.

No person connected with the Motion Picture Industry is eligible to vote.

Name

Address

Telephone

attempted in Canada. Theatres should contribute a season's pass for the whole family to the prize list. Prizes should be displayed in theatre lobbies and merchants should be tied in with window displays.

Ballots for voting should be distributed by theatres and by merchants donating prizes only. Ballots must be made available to anyone without requiring them to purchase admission to the theatre. They must, therefore, be made available in the lobby to comply with all law requirements.

In case of ties drawing for winners of first, second, third, etc. prizes must be held in the lobby of a theatre and NOT FROM A STAGE. If a group of managers cannot agree upon a theatre for

merchants where they can be obtained. Newspapers may also desire to publish the vote standing at intervals during the contest. The votes as recorded should be made available to the paper if desired.

Trailer can be ordered from Associated Screen News, 2000 Northcliffe Blvd., Montreal 28, which supports this plan by supplying the trailer at actual cost of \$6 each. These have five frames telling the patrons what they need to know and do in order to participate.

Trailers have been put into production and they should be ordered in quantity lots where possible. Obviously the trailer cannot be used on the screen until the ballots are printed but orders should be placed now.

## News Clips

Sponsored by Eatons of Canada and produced by Chetwynd Films Limited of Toronto, Jamboree, the pictorial record of the Eighth World Boy Scout Jamboree at Niagara Falls, Ontario, was recently given its official premiere for a select audience at the Eaton Auditorium. A reception in the Round Room for the invited guests followed the screening... John Pratt, mayor of Dorval, Quebec and well known in the Canadian entertainment field, was injured when his car skidded on an icy road and crashed into a hydro pole. His condition was described as "good."

Nine scholarships of \$1,200 each in Mining and Geology have been set up at the University of Toronto by the J. P. Bickell Foundation. The late Mr. Bickell was one of the founders of Famous Players Canadian Corporation... The Montreal Council of Women has resumed its Wednesday night museum showings of famous films, which is open to the public, with admission free. First program was The Red Badge of Courage... Orbit Film Corporation recently screened its completed Ukrainian-language feature. Based on an operetta, it is in 16 mm. color and runs 2½ hours.

Perry W. Lieber, director of advertising, publicity and exploitation for RKO Radio Pictures since 1953, has resigned to join 20th Century-Fox. He joined RKO in 1930 and held various publicity posts... Denyse Major, a pretty, young Montreal girl, was recently named Miss Cinerama of 1956 to represent Cinerama at the various functions celebrating completion of the first year of the wide-screen process in Canada. It is still running at the Imperial, Montreal... Quebec Government has approved a grant of \$2,500,000 to the proposed concert hall and community centre in Montreal.

Clarification of the Criminal Code regarding lotteries and the limiting of bingo prizes to a \$50 maximum was asked of Premier Manning of Alberta by a group of Edmonton churchmen following the laying of cheating charges against the winner of a \$12,000 home at a Lions Club monster bingo... Charles W. Dingle, 68, one of Hollywood's better known character actors, died in Memorial Hospital at Worcester, Mass. He had gone to nearby Shrewsbury to live with his son about a month ago. His last appearance in films was as a senator in WB's forthcoming The Court Martial of Billy Mitchell.

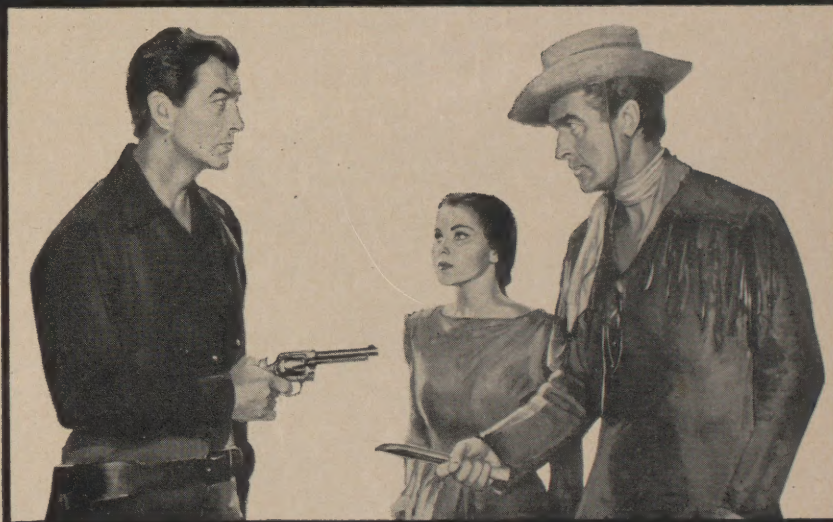


# STAMPEDE OF 1000 WILD BUFFALO!

NEVER SUCH SCENES! WILL LIFT THE FOLKS OUT OF THEIR SEATS!  
IT'S GREAT! M-G-M's "THE LAST HUNT" FILMED IN DAKOTA BAD LANDS!



When this thundering herd comes stampeding at your audience and your theatre trembles with the terror of frantic, pounding hoofs; when Robert Taylor, as the kill-crazy hunter, and Stewart Granger, who foresees the extermination of the buffalo, come to grips over a beautiful Indian girl; when the thrills of "THE LAST HUNT" and the majesty of its backgrounds in CinemaScope and Color unfold on your screen, you'll know you have one of the BIGGEST attractions of 1956!



M-G-M presents in CINEMASCOPE

## "THE LAST HUNT"

Starring

**ROBERT TAYLOR**  
**STEWART GRANGER**  
**LLOYD DEBRA RUSS**  
**NOLAN PAGET TAMBLYN**

Screen Play by RICHARD BROOKS

Based On the Novel by MILTON LOTT • Photographed in EASTMAN COLOR

Directed by RICHARD BROOKS • Produced by DORE SCHARY

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

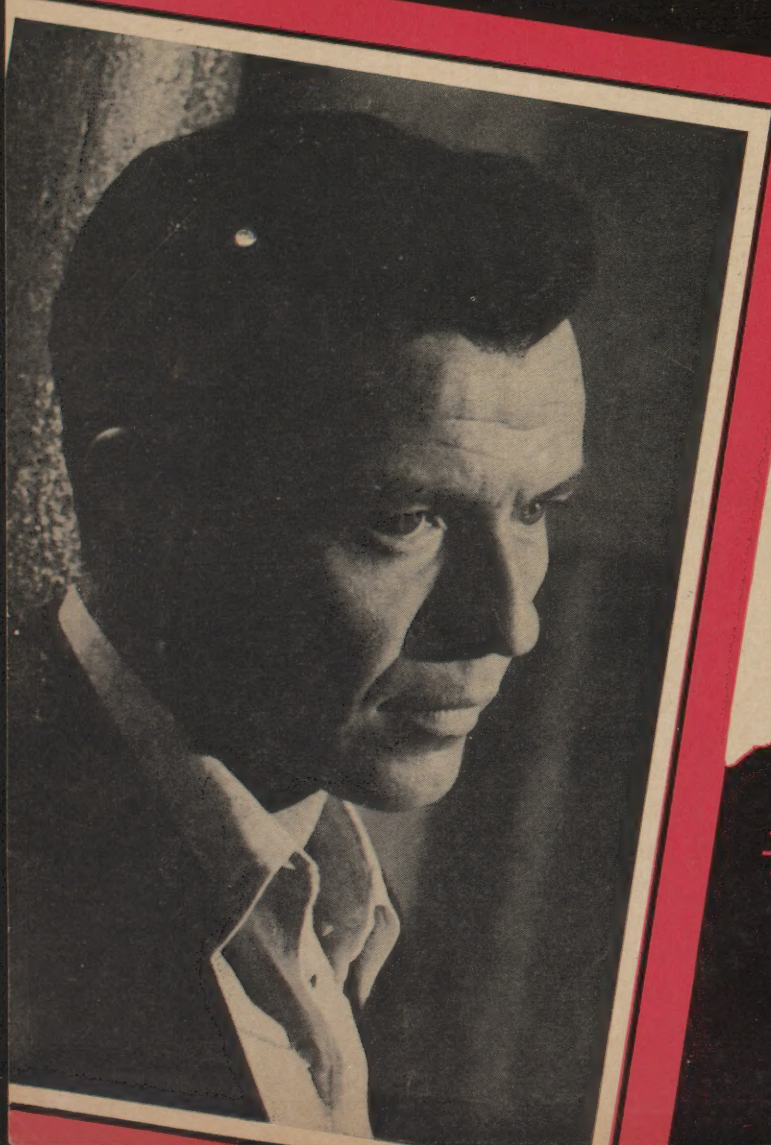


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A rating that stands second  
to none in pull or payoff!"*

—TIME MAGAZINE

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PICTURES IN 4 YEARS .....

THRU  
**UA**